

October, November —Then Christmas

It's no small task to bring merchandising service to the high plane we have reached this October.

Come with the writer to the receiving rooms and see the crowds of new and splendid lines of fall merchandise being unpacked.

Toys—tolls of them.

Hannaford—quantities unbelievable.

Gloves, Leather Goods and Stationery.

Jewelry, Toilet Goods and Silverware.

Holiday Slippers and Novelties.

Why, we have been forced to enlarge the receiving room to care for the incoming merchandise and the warehouse is groaning under the load of it.

BETTERMENT

This is the understanding of all our merchandising—on stocks, in service, in facilities.

Remember always that Rosenwald merchandise is built on its merits just for what it is and nothing more.

Our firm's straightforward principles—honesty has grown and prospered and will continue to grow and prosper.

Come now to plan your fall and holiday shopping.

We have the Art Department is entirely complete and attractive.

You are quite fortunate to get Women's Underwear now-a-days at these prices—Note this!

Women's Broadcloth Union Suits, good quality, shown in all sizes and extra size, \$1 anywhere.

75c

Moving Clo's, worth 25c each.

25c

Hannaford, worth 25c a yard.

29c

Children's Underwear, worth 25c.

19c

Royal Colors Patterns, worth 25c.

39c

Infants' Hose, worth 25c a pair.

35c

Ladies' N. Knitwear, worth 25c and all special, your choice.

19c

Ladies' Hose, worth 25c a pair,

special, 2 pairs for

29c

Infants' Hose, worth 25c a pair.

35c

Ladies' N. Knitwear, worth 25c and all special, your choice.

19c

Ladies' Hose, worth 25c a pair,

special, 2 pairs for

29c

Blankets, worth 25c each.

39c

Dusted packages Wedding Paper,

35c

Single all-mixed Dress Goods,

89c

Main Aisle—First Floor.

Rosenwald's "Bargain Table Specials" for This Week

25c

Spiced S. for

25c

Hannaford, worth 25c a yard.

29c

Children's Underwear, worth 25c.

19c

Royal Colors Patterns, worth 25c.

39c

Infants' Hose, worth 25c a pair.

35c

Ladies' N. Knitwear, worth 25c and all special, your choice.

19c

Ladies' Hose, worth 25c a pair,

special, 2 pairs for

29c

Blankets, worth 25c each.

39c

Dusted packages Wedding Paper,

35c

Single all-mixed Dress Goods,

89c

Main Aisle—First Floor.

Drug Department Specials for Tuesday Only

50c

Aspirin, dollar size

50c

Violet Ammonia, 25c size

16c

Sealing Wax, 50c size

54c

Primer, Aspirine, 25c size

50c

The Internatinal Deaderolite

50c

Yankee Driftwood, 25c size

99c

Infantile, 25c size

16c

French Egg Stamps, 25c size

49c

Satinette Talcum, 25c size

14c

Illustration Rose Water, 25c size

16c

Chloral Tablets, 25c size

7c

Infantile Bath Syrups

25c

Tomorrow Only



The Very Newest Things Which Have Been Created in Styleland Are Included in This

Exposition of "New Things to Wear" At Rosenwald's

—Every day the past week we received great boxes of New Suits, New Coats, New Dresses from New York.

—And this Monday's showing of garments is to be even more extraordinary than last week's, and that one set all feminine Albuquerque agog!

—Here are the New Suits, New Coats, New Dresses we are showing at

\$25.00

DRESSES

"Your dresses are beautiful," is the universal exclamation of women who know, and truly our new dresses of serge, silk and satin are a Revolution.

Rosenwald in Style
Rosenwald Prices

COATS

Distinctive garments showing every new thought. Express shipments just imported give us plenty of styles in mustard, plum, burgundy and all of the staple colors.

All Sizes in Mostly All Colors

SUITS

Careful thought and sound judgment combined enable us to offer an exceptional style range of suits. Popular and staple colors.

Plain Models or Fancy Styles
With Fur Trimming

ATTENTION!

We solicit your mail order business. We understand it and handle it thoroughly. Parcel post paid on all packages.



Bewitching Hats

—And they're made genuine still by the "gold and silver" trimmings which they carry. These hats are such a great gift to give something on the new girls if they're to really meet fashion's latest demands. And surely no one will object to anything so bewitching as this bewitching hat.

—You'll be doing your girls a favor the day you've got this hat. It's a bewitching hat. You'll be doing your girls a favor the day you've got this hat. It's a bewitching hat.

Hallowe'en Favors

Things for the table, things for the parties, what novelties and gaudy sets, decorations to give the real Hallowe'en flavor to your home.

Notion Section—Main Aisle—First Floor

36-Inch Extra Fine Count Percales 12 1-2c Per Yard



Boys Are Quite Enthusiastic About These New Suits!

And well they may be. You know, boys, we have been thinking of you, and we are always thinking of you when we are buying, but as we said we are thinking about you, wondering just how father and mother were going to like those suits. We never for a minute had any doubts about you. Come in—bring father and mother—we would like to have them pass their opinions upon our selections for you.

Suits from \$3.95 up to \$10.00



Women's Modish Autumn Petticoats

These things should be bought and ready. Children's Underwear, Sheeting Garments, and Infants' Knit Goods. Children's Coats and the warm Woolen Dresses, Mitts, Ribbons, Blankets and Contractors' Coat for yourself. Cotton and Wool Buttons, Drawings, Buckles, Flannelettes and similar fabrics.

Those and hundreds of cold weather things are here, minus缺点ly available and at the fairest of prices.

They are very pretty. As pretty as any blanket can be, and in as delightful shades of color. It is surprising to know how prettily they are made, from the time the wool is spun into thread—and they really are exceptional values as well.

They are priced exceptionally low, quality and workmanship considered.

Your attention is also directed to a special showing of jersey top petticoats.

All the modish is directed to a very special portion that we have here in all colors and black at \$1.95. Others at equally low prices.

The Best in Jewelrydom

Invite you to this store. We've gathered from every where—carefully and well. Today we are asking your opinion of our stock as a whole. We ask for criticism; request your critical knowing. And when you've seen and thought, we are sure you will carry away no impression that will be sure to bring you back. It's your privilege to buy or look, just as you please. And you're welcome.

Veneering Not Necessary Here

Appearances are often deceptive and in proof of this truth please observe that fine looking piece of furniture that you may bought, on which a thin veneer of mahogany was spread to cover up a multitude of defects in the making. Simply for mere profit the SHAM manufacturers as the REAL, too often now-a-days.

There are no veneers, either thin or thick spread over this business, its stocks or its service. What you see and feel is REAL. Veneers are true to the core. No disappointment lurks beneath the surface of things and "SHAM" plays no doubtful part in our advertising. The satisfaction you get in Quality for the price is always REAL.

And we are having a few special items for Monday. All are new fall merchandise and each one a very worthy value. Here they are.

Italian Soldiers Send Money Home

By Evening Herald Leased Wire, Oct. 16.—The soldiers each month send home to their families out of their pay four and a quarter million dollars, according to statistics of the individual soldier and also to the abundant army rations which makes it unnecessary for him to buy private supplies of wine, tobacco, or food.

"Why, they wake me up in the morning to drink a glass of rum," said one enthusiastic Alabamian.

The total cost of the daily war zone ration is about 15 cents, according to the changes in the wholesale market prices.

Strong efforts are being made in

Men Have Shown a Keen Appreciation of This Store's Clothing Service

Besides new styles Monday there are very special items.

In the good old days "Clothing Merchants" wagged their heads at the very mention of a clothing store in a department store. Their attitude was one of disdain—but now they wag their heads in wonderment that these same stores have built such a satisfactory trade in so short a time.

The most attractive thing to men as well as women is value, and the old style clothing shop did not have an outlet nor the purchasing power, nor the wish to turn all these energies into giving the customer better and larger values. And service—this department store has learned many things in its service to women, and applied these lessons to men—and so today here in this store

Men are getting bigger values for their money Men are getting smarter styles

Men are getting better cut coats and suits
Men are getting more perfect fitting garments
Men are getting prompt and intelligent service

And we are having a few special items for Monday. All are new fall merchandise and each one a very worthy value. Here they are.

Our men's \$2 hats, \$3 style and \$5 quality. Men's fleeced lined Underwear, 50c per garment. Men's Bathrobes at \$4; patterns brown and white and blue and red. Our famous "One Dollar" Shirt for men; \$1.50 quality. Exceptional values in Ties at 50c. Fiber Silk Hose, 3 pair for \$1. Men's Wool Underwear at \$1 per garment. Men's Suits at \$12.50, \$15 and up to \$25.

The Postoffice is opposite our Men's Entrance

Sweden's Whiskey Supply Runs Low

By Evening Herald Leased Wire, Stockholm, Oct